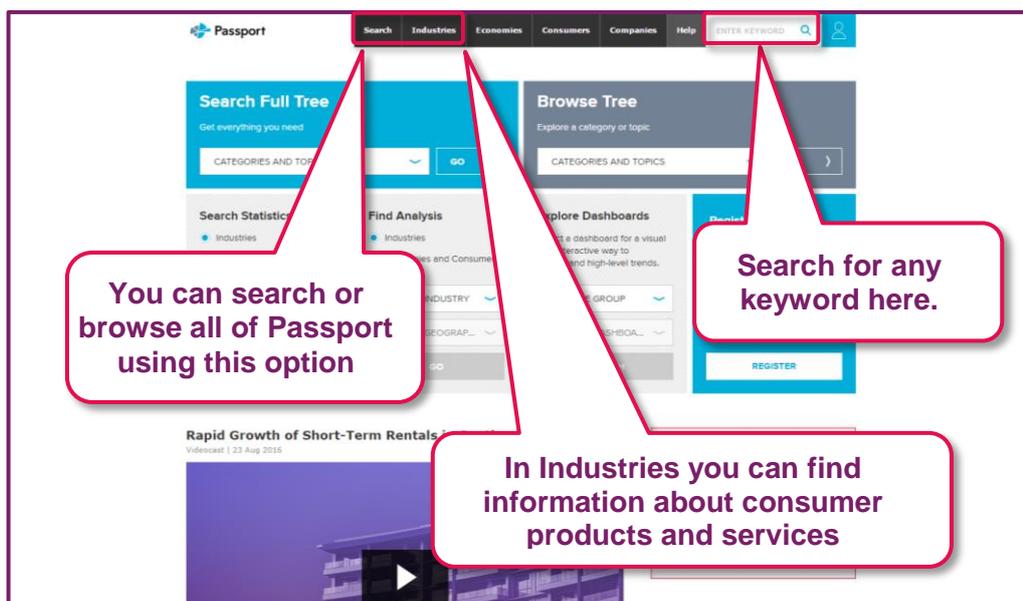## How to find Market Research in Passport

Passport by Euromonitor provides a great deal of useful information on products and markets worldwide.

Connect to the Passport database through the moodle database course or the library website. If you are off campus you will be asked to register the first time you use Passport.

Read the Terms and Conditions and click on **Accept**, and you will see the Home Page.

There are several ways to search from the Passport home page, this exercise shows one way to find information about internet retailing in India.
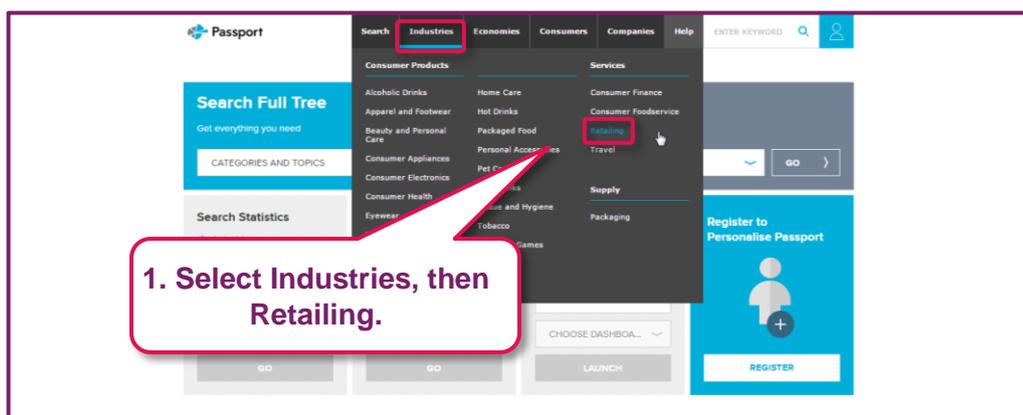
You will see there are various ways you can search for market research reports. In this activity we will use one method to find analysis on **Internet Retailing in India**.

2. Choose Non-Store Retailing from this list, then click Go.

Your search criteria will appear here.

3. Check Non-Store Retailing here, then click Next.

4. Choose Internet Retailing here

5. Click this arrow to see countries in the Asia Pacific region.

6. Check the box next to India.

7. Finally, click Search.

8. Look for the Category Briefing for the best information

POPULAR STATISTICS

Market Sizes
Aggregated sales in a time series by standard data types, per capita and growth.

Company Shares
Share of sales and actual sales by company in a time series by standard data types.

Brand Shares
Share of sales and actual sales by brand in a time series by standard data types.

ANALYSIS

FILTER ANALYSIS (0)   SORT RESULTS

Internet Retailing in India
CATEGORY BRIEFING | JAN 2016
Internet retailing continued to have strong growth in 2015. The channel is extremely popular with consumers due to the convenience and low pricing online retailers can offer. Apart from the convenience and price, internet retailing has become one of ...

Mobile Commerce May be the Future, but It's Far Too Soon for App-Only Strategies
OPINION | MAY 2016

9. If you can't see a Category Briefing, try filtering to only Country Reports

ANALYSIS

FILTER ANALYSIS (0)   SORT RESULTS

Articles
Country Reports
Datagraphics
Opinions
Videocasts
VisualApps

By Date
Last Year
More Than 1 Year

Internet Retailing in India
CATEGORY BRIEFING | JAN 2016
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OPINION | MAY 2016

Amazon's Kirana Now: Same Retailer, New Channel
OPINION | JUL 2015

10. Use these tools to print or save the briefing.

This is the Category Briefing about Internet Retailing in India. Use the options on the left to navigate it or find related items